

Promoting Your Department to High School Seniors

Jeremy H. Sarachan
St. John Fisher College, jsarachan@sjfc.edu

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**Proposal for Best Practices Presentation: ‘Promoting Your Department to High School Seniors’
Presented by Jeremy Sarachan, St. John Fisher College**

As university and college enrollment focus on marketing an entire college or university (or specific larger programs), many departments must manage their own promotion. These options include social media participation and the creation of print brochures and other swag (e.g. t-shirts). There’s also opportunities to create events that appeal to high school seniors.

In this Best Practice Presentation, a department chair of Media and Communication with a background in web design, social media, and public relations/advertising, will discuss his department’s promotional efforts. The conversation will focus on different approaches (social media, print, etc.). There also will be consideration of how to motivate all members of the department to think about and develop these initiatives.

Social media discussion will start with Facebook, Twitter, LinkedIn, and Instagram (with a consideration of Snapchat), discussing metrics and the frequency of posts, as well as benefits of keeping current students engaged.

The importance of print materials in the digital age also will be considered, with an emphasis on what information may be most useful to high school students and their parents, including testimonies and a clear snapshot of required curriculum and course offerings.

Professor Jeremy Sarachan also will speak about the success (and pitfalls) of presenting an organized day long event for accepted applicants, which his department has organized for almost three decades. During “Spend-a-Day”, all departmental faculty interact with prospective students and they, in turn, experience the college’s approach to teaching and learn about the benefits of a small college. Any institution could adapt the event to its own strengths.

There will also be a brief discussion of how to best manage data about potential students and maintain records of where alumni are working, using free or affordable tools.

Prior to the Q&A period, participants will be asked to share their successes and challenges in implementing promotion initiatives.

[NOTE: while I have chosen related fields under “Disciplines” most relevant to my examples, I plan to present in a manner that should appeal to any chair, regardless of discipline.]